BTEC Assignment Brief

Qualification	Pearson International Level 3 Diploma in Music Pearson International Level 3 Extended Diploma in Music **Applicable to Music Production pathway only.** Please note, for those studying the Diploma (720GLH), please remove all references to E12 and the defined technical/administrative role throughout the AAB, notably on this page, parts of Task 1 and delete all of Task 4.
Assessment unit number and title	E12: Undertaking a Defined Technical Project Role E13: Using Creative Collaboration to Develop a Project E14: Producing a Collaborative Project
Assessment objectives	E12.1. Plan and prepare for a technical role E12.2. Demonstrate skills within a technical role E12.3. Contribute to a project within a technical role E13.1. Demonstrate personal engagement and individual responsibility when developing a collaborative project E13.2. Demonstrate musical skills when developing a collaborative project E13.3. Apply collaborative skills when developing a project E14.1. Demonstrate technical music skills in a final collaborative project E14.2. Demonstrate creative music skills in a final collaborative project E14.3. Present a final collaborative music project
Assignment title	Album Launch
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	An international record label is keen to showcase the talent of young music producers and has offered to release a compilation album created by your group through collaboration. You should decide on the format and musical content of the album and identify the target audience that it would be marketed to. The label would like the album's content to be material generated by your group, i.e. recordings (originals and/or cover versions), compositions, remixes, performances using technology. You should also arrange an event to launch the album. The label is also keen for you to experience the whole range of roles and skills required to deliver and run a collaborative music project, so you will need to undertake a non-musical technical and/or administrative role in addition to your defined production role.
Task 1	**<u>Planning the Album</u>** You and your group should develop a proposal for the album that considers the following: • target audience • format, track order and artistic vision for the album

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	• time constraints • potential musical material. You should also agree the roles required to deliver the album and each member of the group should undertake a production role along with a defined non-musical technical and/or administrative role. You must ensure that you prepare fully in terms of the required equipment, resources and contingency plans. Production roles might include: • studio engineer responsible for working with artists and recording material for the album • composer creating and producing original material or remixes for the album. Non-musical technical and administrative roles might include: • project manager • artist liaison and management • marketing and promotions • budgeting and finance • legalities, e.g. copyright, use of samples • social media management • artwork design • album launch event planner. You should also consider the marketing and promotional strategy for the album and this should be included in the proposal stating the types of marketing and promotion you will undertake and who will be responsible for creating specific marketing assets and running campaigns. Once the proposal is confirmed and roles are agreed, you should have regular group discussions and meetings to ensure the project stays on track and that there is a clear vision and timeline for its development and realisation. You should contribute to these meetings and discussions and put forward creative ideas along with responding to the ideas of others.
Checklist of evidence required	Proposal for the album. Technical specification rationalising required equipment and resources for both your production role and your technical/administrative role. Timeline and justification of actions and preparations required leading up to the album launch along with contingency plans for your technical/administrative role. A blog, video diary or written commentary accounting for your contribution to the development process. This should document your input of ideas and how these influenced and shaped the project. Planning documentation, e.g. budgets, schedules.

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, learners:
E12.P1	Give an overview of the requirements in terms of equipment and resources, as well as an overview of what actions they need to take, with some description of necessary preparations.

E12.M1	Give a full breakdown of the requirements in terms of equipment and resources, what they are needed for and why they are needed. They provide considered detail of what actions they need to take, with an explanation of necessary preparations.
E12.D1	Give a thorough and wide-ranging breakdown of the requirements in terms of equipment and resources, what they are needed for and why they are needed, including contingency plans. They will demonstrate reasoned and proactive thought in relation to the actions they need to take, with a thorough and wide-ranging understanding of necessary preparations.
E13.P1	Show some participation and provide relevant inputs during discussions and meetings. They contribute to effective creative development of the project but may rely on some support from their peers.
E13.M1	Are attentive and participative during discussions and meetings, providing valuable input and ideas that progress the project. They clearly contribute to the creative development of the project
E13.D1	Are consistently attentive and participative during discussions and meetings, providing a range of pertinent and insightful inputs. They show leadership in their contribution to the creative development of the project.
Task 2	**<u>Preparation and Development</u>** Alongside planning meetings and discussions, you will also undertake preparations (recording sessions, writing sessions etc.) where you should apply your music production skills creatively to select, develop and refine material for the album. You should collaborate constructively with others in the production team by contributing ideas and suggestions whilst listening and responding to the thoughts and opinions of others. Throughout the process you should keep a log, in an appropriate format, of your creative ideas, contributions and progress.
Checklist of evidence required	Video footage of milestone sessions with debriefs. Process log that details and justify your ideas and suggestions. This could be in the form of a blog, video diary or written commentary.
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, learners:
E13.P2	Use generic creative musical skills appropriately that have some impact on the creative development of the project.
E13.M2	Use creative musical skills securely in a controlled and efficient manner that clearly contributes to the creative development of the project.
E13.D2	Use perceptive creative musical skills showing some innovation and having a crucial and clear impact on the creative development of the project.
E13.P3	Collaborate in the development of a creative music project, showing the ability to suggest ideas and listen to the opinions and ideas of others.
E13.M3	Collaborate in the development of a creative music project, showing the ability to input relevant ideas and respond to the opinions and ideas of others while moving the project forward.
E13.D3	Collaborate in the development of a creative music project, showing the ability to share and explain ideas and respond thoughtfully to the

	opinions and ideas of others.
Task 3	**<u>Album Launch</u>** You will now launch the album as planned. You should ensure that your contribution to the album demonstrates secure and proficient technical musical production skills whilst demonstrating creativity in both your presentation and use of musical elements. You should also ensure that you have clearly considered your chosen target audience when selecting and presenting musical material.
Checklist of evidence required	Copy of the final album in an appropriate format. Video footage and/or annotated photographic evidence of the album launch. Audience feedback. i.e. poll, e-survey. Evaluation of the album and launch event that accounts for the success of the format and suitability for the target audience.
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, learners:
E14.P1	Apply musical skills that have some positive impact on the final outcome. They will demonstrate some technical music skills.
E14.M1	Apply musical skills that have a clear and positive impact on the final outcome. They will demonstrate secure technical music skills.
E14.D1	Apply musical skills that have a crucial and positive impact on the final outcome. They will demonstrate technically proficient music skills.
E14.P2	Display some creativity in the use of form, presentation and musical elements. They demonstrate some control of creative musicality in the final outcome.
E14.M2	Display a considered and secure use of creativity in the use of form, presentation and musical elements.
E14.D2	Display a skilled and proficient use of creativity in the use of form, presentation and musical elements.
E14.P3	Show some consideration of the target audience and presentation format.
E14.M3	Clearly consider audience and presentation format.
E14.D3	Fully account for the presentation format and the use of audience to inform and inspire the final outcome.
Task 4	**<u>Technical or Administrative Role</u>** In addition to contributing in a production role, you will carry out your agreed technical and/or administrative role in relation to the album launch. You should apply the relevant skills in your role to ensure the project and launch run smoothly. You will need to make logical decisions and take appropriate actions to solve problems and contribute positively to ensure the project is delivered successfully from a technical and administrative perspective.
Checklist of evidence required	Photographic evidence or video footage of you undertaking your technical/administrative role. Observation records to support visual evidence where relevant. Supporting commentary/evaluation detailing your contribution to the project from a technical/administrative perspective. This could be in the form of a blog, video diary or written commentary with annotated images.
Criteria covered by this task:	

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Unit/Criteria reference	To achieve the criteria, learners:
E12.P2	Apply a basic range of skills appropriately to achieve the purpose, with some understanding of their role.
E12.M2	Select and apply skills appropriately to achieve the purpose efficiently, demonstrating a secure capability and considered understanding of how to apply relevant skills in their roles to good effect.
E12.D2	Showcase a technically proficient level of capability in their use of skills, it will show a full and logical understanding of how to apply relevant skills in a project scenario.
E12.P3	Have some positive impact on the project. They may make some errors in judgement or technical mistakes but these will only have minor impact on the project.
E12.M3	Have a clear positive impact on the project. They will make effective and considered decisions and actions in relation to the project.
E12.D3	Have an essential impact on the success of the whole project. They will make thoughtful and creative decisions and actions that impact on the project.

Sources of information to support you with this Assignment	**Books** Rooney, R *How (Not) To Run A Concert: A Simple Inside Guide On How To Promote Your Own Concerts & Events For Profit,* Kindle Edition This simple how to guide details the steps you can take to run your own events. Sherman, T *How to Easily Plan a Music Industry Event* (Kindle Edition) The book includes actual proposals used by the author in her past experience in event planning/production that can be used as templates, as well as helpful tips and information that are applicable to most any event planning scenarios. **Websites** https://www.eventbrite.co.uk/blog/event-plan-and-template-ds00/ Explores the key considerations when planning a successful event. http://songwritingcompetitionuk.com/songwriting-tips/planning-a-music-event Offers a step-by-step guide to planning a music event. http://eventjuice.co.uk/planning-a-gig-7-steps-to-make-it-happen/ Useful advice on how to make your event a success.

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